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environment that
surrounds them.

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The strategic
planning
challenge is
clear: "Every
global retail
strategy must be

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built on three pillars: (1) The retailer must offer a competitively superior product as defined by local consumers. (2) The retailer must develop superior economics across the value chain that delivers

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the product to
the local
consumer.

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overall plan
that guides the
firm. It has an
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activities and
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based on sales

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